

# VT Infant Safe Sleep Campaign

Results from Focus Groups Provided by JSI Research and Training Institute, Inc. to the Vermont Department of Health

# Focus Groups Goals

Gather qualitative data on:

- How the test materials inform and motivate parents to go to the website for information on SS
- How the VDH SS Brochure relays information on SS successfully – how to update it
- What messaging and imagery motivates parents to go to the website for information
- What further information may be needed

*Vermont Infant Safe Sleep Study, IRB #17-038, July 14, 2017*





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# FOCUS GROUP FINDINGS

# Focus Groups

- JSI conducted 3 focus groups in VT with new parents
- Locations: Middlebury (12), Bennington (5), Barre (9)
- Total of 26 participants
- 25 Women and 1 Man
- Majority of participants aged 25-34 (14)



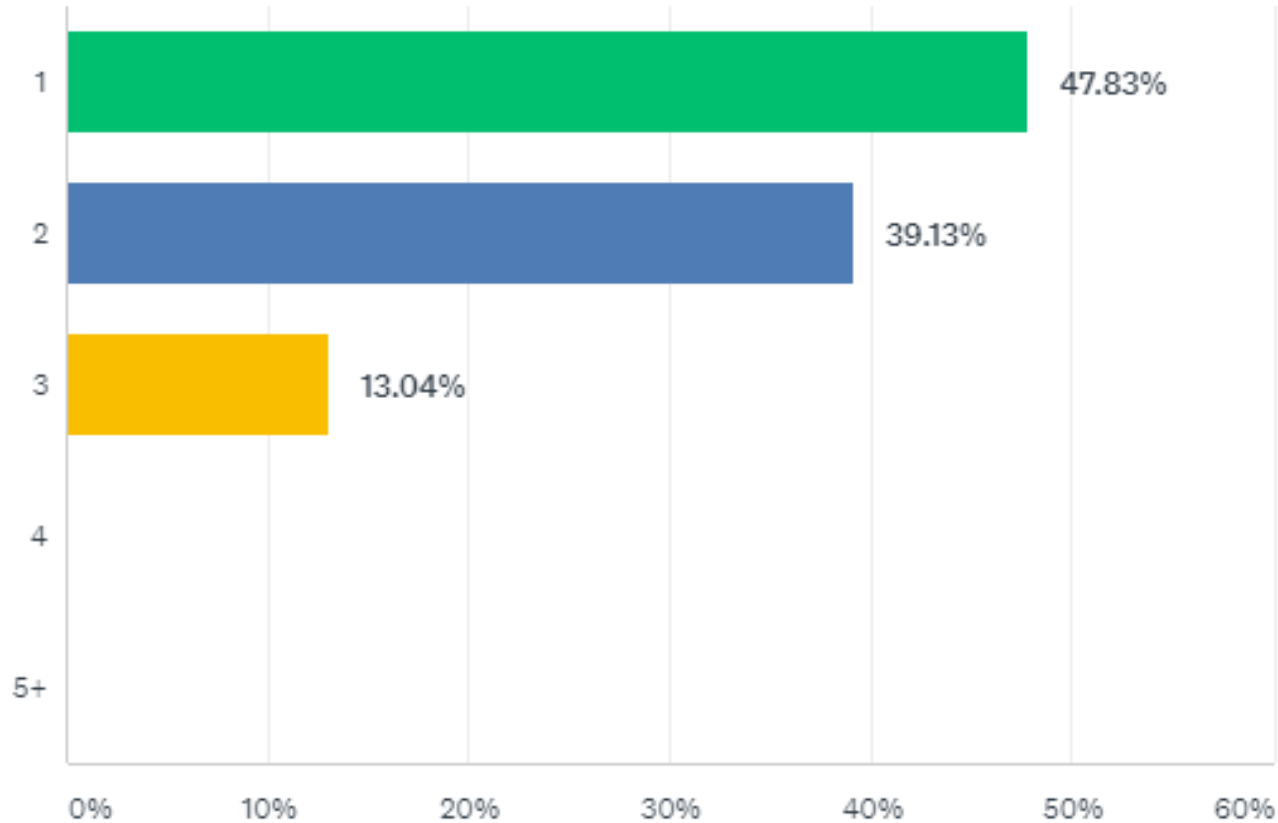
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# WORKBOOK DATA

# Workbook Data

- About 81% of participants were white
- Age breakouts: 24-35 (54%), 18-24 (27%), 35-39 (12%), 40+ (8%)
- Education: 46% College Degree <, 31% HS/GED
- Employment: 46% Do not work, 35% FT, 19% PT, 1 person attended School PT

# Workbook Data



Number of children: 39% 0-3 mo, 31% 3-5 yrs, 26% 4-6 mo

# Workbook Data

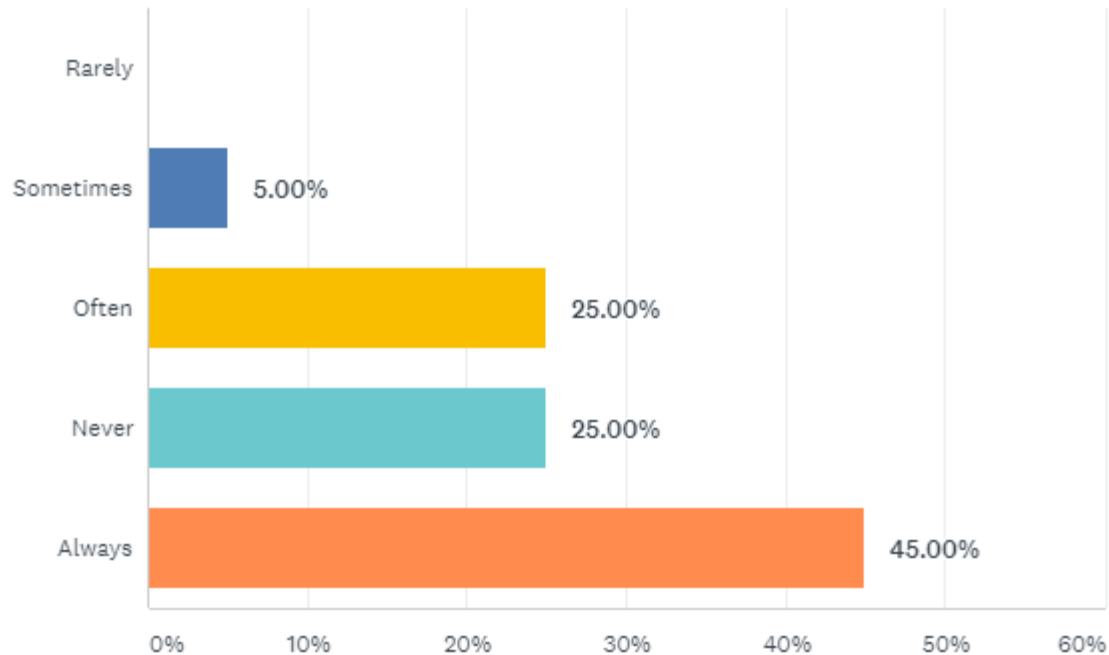
- 81% healthcare provider has talked with them about the topic of safe sleep
- Where would you want to receive trusted information about keeping your baby safe while sleeping?
  - 96% Discussion with doctor, nurse, or other health care profession
  - 69%  
Public health materials, such as brochures, posters, magnets
  - 54% Internet, such as websites, blogs, Facebook, Twitter



# Workbook Data

In the past 2 weeks, how often has your new baby slept alone in his or her own crib or bed?

Answered: 20 Skipped: 6



# Topics Parents Want Information On

1. We started co-sleeping with our baby – how to get back to having baby Alone-but-Close
2. How to breastfeed baby and then sleep Alone-but-Close
3. How to get babies to sleep
4. How to handle a crying baby
5. How to Create a Safe Sleep Environment

# Is ABC Clear?

Parents found Alone, Back, Crib and Alone-But-Close fairly clear – but felt both needed explanation for the first time you encounter the phrases

# Top Messaging

1. All parents care about their baby's safety. Placing a baby on their back, in your room, but not in your bed, is the safest way for baby to sleep. When you need help getting baby to sleep Alone-but-Close visit [www.VTSafeSleep.org](http://www.VTSafeSleep.org)
2. Getting baby to sleep is not easy. Parents know how to take care of their baby best but need help when things seem to be going wrong. Find more answers around baby sleep, crying and safety at [www.VTSafeSleep.org](http://www.VTSafeSleep.org)

# Top Messaging

96% found Storyboard #2 Motivating

92% Liked or Loved Storyboard #2

## Storyboard #2

		
<p>Parenting isn't easy. Sometimes our best laid plans don't work out quite like we thought they would.</p>	<p>All parents care about the safety of their children, and parents know what to do to keep baby safe. But what if that is not working?</p>	<p>There is a place for parenting help in VT.</p>
		
<p>VT Safe Sleep .org</p>	<p>New parents are constantly facing all kinds of challenges. The VDH is here for you: with resources, skills and tips for when things aren't going as planned.</p>	<p>Visit VT Safe Sleep .org for help with parenting and safety, when you are looking for it.</p>

# Top Messaging

26% found Storyboard #1 Motivating

12% Liked or Loved Storyboard #1

Overall: too much anxiety, not positive enough

## Storyboard #1

 <p>Not getting sleep?</p>	 <p>Constantly worried about baby's safety?</p>	 <p>Not sure when or why baby cries?</p>
 <p>Trouble with Breastfeeding?</p>	 <p>New parents are constantly facing all kinds of challenges. The VDH is here for you: with resources, skills and tips for when things aren't going as planned.</p>	 <p>Visit <a href="http://VTSafeSleep.org">VT Safe Sleep .org</a> for help with parenting and safety; when you are looking for it.</p>

# Suggested Edits

- First image a little to overwhelming/strong
- Remove “new” in parents
- Breastfeeding also/instead of bottle feeding
- Add phone # along with web
- Define ABCs
- Last image in bed not realistic/too perfect

Storyboard #2



# Illustration Styles



1



2



3



4





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# VDH HANDOUT

# Handout Feedback

- Overall people got the idea of the handout
- 54% found it useful, 30% not useful
- 42% found it motivating to create a SS environment, 25% did not find it motivating
- Overall Understanding: About How to Create Safe Sleep Environment, Was Dated
- Liked that it was:
  - Clear
  - the Q&A format
  - included the guidelines
  - Factual
  - non-judgmental

# Handout Feedback

- Did not like that it:
  - was not diverse looking
  - ignores/does not address co-sleeping people
  - doesn't answer all the questions
  - no data
  - false sense of security (do this and baby won't die)
  - Scare tactic
- Would add:
  - how to co-sleep safely
  - how to breastfeed in bed
  - include data (back up statements)
  - update photos (diversity)

# What they Want

As a parent, what are you looking for to help keep your baby safe while sleeping?

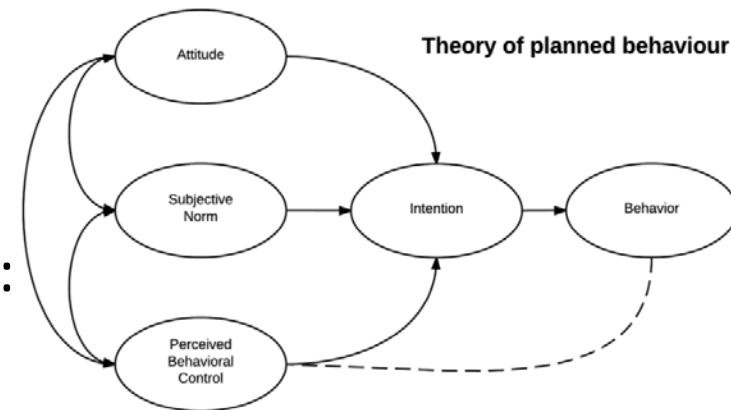
- Explanations behind the guidelines (more info/facts)
- How to Co-Sleep Safely
- How to transition from Co-Sleep to ABC
- What to do when ABCs Fail
- Blanket/Clothing/Baby Warmth Info
- Sleep Cycle/Pattern Information

# Theme Translations

- We know most parents know what they're supposed to do and intend to follow safe sleep practices
- They encounter problems and difficulties and end up feeling like they have to choose between sleep and safety OR they adapt the Guidelines and feel like they are “doing safe sleep”
- Most parents are asking for help

## Behavior Change Theories:

- Self-efficacy: belief in one's ability to succeed in specific situations or accomplish a task (Bandura)
- Reasoned Action & Planned Behavior: attitudes/beliefs and subjective norms (Fishbein and Ajzen), (Ajzen)





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# RECOMMENDATIONS

# Recommendations

## **1) Messaging needs to be where parents are and are looking for health information**

Social Media Use: 85% on Facebook, 50% on Instagram, 35% YouTube

- 59% Find health information on the Internet and Facebook
- 24% Find health information on Instagram and YouTube
- 54% Trust the Internet for health information/SS information

## **2) Healthcare providers are primary trusted source of information on Safe Sleep and should be the primary campaign messenger, should be branded with VDH also a trusted source**

81% healthcare provider has talked with them about the topic of safe sleep

# Recommendations

## **3) Many parents feel they know how to create a Safe Sleep Environment**

- How to transition from Co-Sleep to ABC
- How to Co-Sleep Safely\*
- Explanations behind the guidelines (more info/facts/why they changed)
- How to breastfeed baby and then sleep Alone-but-Close
- What to do when ABCs Fail
  - Blanket/Clothing/Baby Warmth Info
  - Sleep Cycle/Pattern Information

**4) Separate messaging may be useful for first-time/new parents who were more likely to find the SS information useful**



# Campaign Recommendations

Use [www.VTSafeSleep.org](http://www.VTSafeSleep.org)

- Focus on Safe Sleep in messaging
- More/other topics should be for web only

All parents care about their baby's safety. Placing a baby on their back, in your room, but not in your bed, is the safest way for baby to sleep. When you need help getting baby to sleep safely, visit [www.VTSafeSleep.org](http://www.VTSafeSleep.org)

Continue with ABCs (both uses)

Use storyboard #2 as animated commercial





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# DISCUSSION